

Data 400

## Idea 2 - Mini project

Another idea for a mini-project could be to look at the resale value of college textbooks. The main research question could be: what factors influence whether a textbook retains its value, and can we predict which ones do?

Data could be scraped from online sellers like Amazon or Chegg, since they list both original prices and current resale values. Variables could include subject area, edition number, publisher, year of publication, and number of pages. These features would build a dataset that shows how different characteristics affect what a book is worth after students are done with it.

The analysis could mix regression and classification. For example, a model could predict resale price from attributes like subject or publisher, or classify whether a textbook resells for more than half its original value. Visuals like scatter plots or comparisons across subjects would help make the results clear.

This idea relates to business by looking at pricing strategy and consumer behavior. Publishers push out new editions and bundle access codes to drive revenue, while students try to minimize costs and get the best resale. Studying this balance highlights not just textbook economics, but also the business models behind the rising cost of education.